

Rep Order# 6848866 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

203046

Printed: 08/31/2012 11:44 AM
Last Received: 08/31/2012 11:30 AM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () AMER 4 PROSPERITY
Product AMER FOR PROSPERITY
Estimate# 393
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //393
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

60'S AFP PRESIDENTIAL SC=*

--- REMARKS ---

REV PER VER 2
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
*2			09/08-09/08	1	\$800.00	:60	1	SA	530P-9P	1	\$800.00
		Buyline Comment: COLLEGE ETBL									
		Sales Remark: V3 REV RATE									
		V3 Comment Changed, Rate Changed									
*3			09/08-09/08	0	\$0.00	:60	0	SA	6P-7P	0	\$400.00
		Buyline Comment: HOUSE									
		[MADE-GOOD BY LINE(S) 9]									
		V3 Effective Dates Changed									
*9			09/08-09/08	1	\$400.00	:60	1	SA	2P-530P	1	\$400.00
		Buyline Comment: MLB									
		Sales Remark: V3 KMGD FOR LINE 3									
		[MKGD FOR SPOTS MISSED ON LN #3: 9/08(1/WK)]									
		V3 Added									
*4			09/08-09/08	0	\$0.00	:60	0	SA	7P-8P	0	\$400.00
		Buyline Comment: COPS									
		Sales Remark: V3 CNX									
		V3 Comment Changed, Spots/week Changed									

---REPORT TOTALS---

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Report Totals: 2 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$7,750.00
Sales Totals: 8 / \$7,750.00
Station Totals: 8 / \$7,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$258,333	CABL 0%	KASA 3%	KASY 0%	KLUZ 0%	KOAT 11%
		KOB 33%	KRQE 53%	KWBQ 0%		

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6848866 Ver# 2 Status Returned
EC'd Yes

Traffic Order#

Printed: 08/31/2012 9:15 AM
Last Received: 08/31/2012 8:34 AM
Showing Buylines: Last Sta Revised Lines

1 of 2

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--- CONTRACT COMMENT ---

60'S AFP PRESIDENTIAL SC=*

--- REMARKS ---

RETURNING WITH RATES NEEDED AND MGS DUE PR CHANGE LINES 2-4

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
*2			09/08-09/08	1	\$400.00	:60	1	SA	530P-9P	1	\$400.00
		Buyline Comment: COLLEGE FTBL									
		Station Remark: V2 need \$800 for this game.									
*3			09/08-09/08	1	\$400.00	:60	1	SA	6P-7P	1	\$400.00
		Buyline Comment: HOUSE									
		Station Remark: V2 NA DUE COLLEGE FB GAME 6P START. MG 1X 2-530P MLB GAME OF THE WK \$400									
*4			09/08-09/08	1	\$400.00	:60	1	SA	7P-8P	1	\$400.00
		Buyline Comment: COPS									
		Station Remark: V2 NA DUE AIRING COLLEGE FB 6-9P. MG 1X IN 6-9P COLLEGE GAME WITH PE ON LINE 2 FOR \$800. 1 FOR 2 MG W/LN 2 PE									

---REPORT TOTALS---

Report Totals: 3 / \$1,200.00

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$7,750.00

Sales Totals: 9 / \$7,750.00

Station Totals: 9 / \$7,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$258,333	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	11%
		KOB	33%	KRQE	53%	KWBQ	0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6848866 Ver# 1 Status New
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Showing Buylines: All Lines

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate	
1		Buyline Comment: NEWS	09/05-09/07	1	\$2,800.00	:60	2	W-F	930P-10P	2	\$1,400.00	3
2		Buyline Comment: COLLEGE FTBL	09/08-09/08	1	\$400.00	:60	1	SA	530P-9P	1	\$400.00 800	3
3		Buyline Comment: HOUSE	09/08-09/08	1	\$400.00	:60	1	SA	6P-7P	1	\$400.00	3
4		Buyline Comment: COPS	09/08-09/08	1	\$400.00	:60	1	SA	7P-8P	1	\$400.00 800	3
5		Buyline Comment: NEWS	09/08-09/08	1	\$650.00	:60	1	SA	930P-10P	1	\$650.00	4
6		Buyline Comment: FOX NEWS SUN	09/09-09/09	1	\$300.00	:60	1	SU	8A-9A	1	\$300.00	4
7		Buyline Comment: NEWS	09/09-09/09	1	\$1,400.00	:60	1	SU	930P-10P	1	\$1,400.00	3
8		Buyline Comment: NEWS	09/10-09/10	1	\$1,400.00	:60	1	M	930P-10P	1	\$1,400.00	3

---REPORT TOTALS---

Report Totals: 9 / \$7,750.00

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---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 09/05/12-09/10/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Americans For Prosperity

Agency: Mentzer Media Services

Line: 1

Time Period: 930p-10p

203046	06848866	393	09/06/12	1:00	P3	9:45:50 PM	AMER FOR AFP12TV21H		\$1,400.00
203046	06848866	393	09/05/12	1:00	P3	9:44:17 PM	AMER FOR AFP12TV21H		\$1,400.00
									\$2,800.00
									\$2,800.00

Line: 2

Time Period: (5:45:00 PM-9:00:00 PM)

203046	06848866	393	09/08/12	1:00	P3	7:47:03 PM	AMER FOR AFP12TV21H		\$800.00
									\$800.00
									\$800.00

Line: 5

Time Period: 930p-10p

203046	06848866	393	09/08/12	1:00	P4	10:01:25 PM	AMER FOR AFP12TV21H		\$650.00
									\$650.00
									\$650.00

Line: 6

Time Period: 8a-9a

203046	06848866	393	09/09/12	1:00	P4	8:44:06 AM	AMER FOR AFP12TV21H		\$300.00
									\$300.00
									\$300.00

Line: 7

Time Period: 930p-10p

203046	06848866	393	09/09/12	1:00	P3	9:44:01 PM	AMER FOR AFP12TV21H		\$1,400.00
									\$1,400.00
									\$1,400.00

Line: 8

Time Period: 930p-10p

203046	06848866	393	09/10/12	1:00	P3	9:56:36 PM	AMER FOR AFP12TV21H		\$1,400.00
									\$1,400.00
									\$1,400.00

Line: 9

Time Period: (2:00:00 PM-5:30:00 PM)

203046	06848866	393	09/08/12	1:00	P2	2:36:00 PM	AMER FOR AFP12TV21H		\$400.00
									\$400.00
									\$400.00
									\$7,750.00
									\$7,750.00
									\$7,750.00
									\$7,750.00

[Sorted by: Line]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$	GROSS
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This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012 John Flynn 703-224-3200
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____